

Donation Guidelines
City of Eugene Parks and Open Space

APPENDIX A

NAMING POLICY FOR PARK LANDS, FACILITIES AND FEATURES

1. INTRODUCTION AND PURPOSE

The Parks and Open Space Division shall oversee the naming of park lands, facilities and features within the Eugene parks and open space system. To ensure fair and consistent application of naming, all park lands, facilities and features requiring naming, or for which formal naming is requested, shall be evaluated and processed in accordance with these guidelines. Approved naming or renaming shall not constitute an obligation to provide a sign or other indication of the name.

2. NEW PROPERTY AND FACILITIES

As new property is acquired and new facilities are constructed, the City of Eugene Parks and Open Space Division may determine a name based on one or more of the source criteria listed below. Similarly, the Division may elect to give a name to existing parks property, facilities or features which have not been named. Name candidates for new or previously un-named property, facilities or features shall be reviewed by Parks and Open Space staff, who shall forward a naming recommendation to the Director for a final decision.

Geography – Names referencing geographical characteristics of an area near the park or facility, with consideration being given to archeological, geological, topographical, botanical, zoological, or human-made geographical characteristics. Geographical names shall reference features expressing timeless qualities likely to maintain name appropriateness over time.

History - Names referencing a historic person, place, culture, or event associated with the land or facility.

Adjacent Street - Names referencing an adjacent street.

Subdivision/Neighborhood - Names referencing the surrounding neighborhood or subdivision comprising a significant portion of the park service area.

3. RECOGNITION NAMING

Naming park land, facilities or features in recognition of a person, group or entity shall be considered based on the following criteria. Recognition naming requests shall be reviewed by the Parks and Open Space Division and forwarded to the Eugene City Council for a final decision.

Donor - Names referencing a donor, or a name suggested by a donor, may be considered in exchange for significant contributions. Naming of land, where the land itself is donated, may be considered where the appraised value of the donated land is \$500,000 or greater, and where the donated land represents at least 51% of the area of a particular park. Naming of donated facilities, or facilities constructed using donated funds, may be considered for donations of 51% of the facility construction or acquisition cost, or \$100,000, whichever is greater. Long-term gifts

Donation Guidelines

City of Eugene Parks and Open Space

and endowments are encouraged and may also be considered for naming opportunities.

Honoring a Living Person - Park land, facilities and features may be named to honor a living person whose gift or service to the community is of a most extraordinary nature.

Honoring a Deceased Person – Park lands, facilities and features may be named to honor a deceased person to recognize an extraordinary service or gift to the community. Requests for naming in honor of a deceased person shall be considered after 2 years from the date of death.

Group Recognition - Park lands, facilities and features may be named to recognize an organization or group for extraordinary gifts or service to the community.

4. RENAMING PROCEDURES

In order to respect past community values, an officially named park or facility shall not be renamed in its entirety under most circumstances. The following procedures describe the process for renaming park lands, facilities and features in a variety of circumstances.

Renaming Through Public Process

During public discussions related to planning parks and open space resources, a general consensus may be reached to rename park land, facilities or features to better reflect current community values or the area's special characteristics, or for similar reasons deemed significant by participating members of the community. Public discussions of naming shall be directed to address the criteria outlined herein.

Portions of a park deemed appropriate for renaming through a public process may be renamed according to the process described in Section 3, Recognition Naming. Renaming through an initial park development process, or through a park master planning process, may be approved through Administrative Order as part of the concept design or master plan.

Renaming Outside of Public Process

Requests for renaming outside of a public process may originate from members of the community, organizations, or elsewhere. An official written request for renaming must be sent to the Parks & Open Space Division containing the following information:

- ✓ Description of park land, facility or feature to be renamed
- ✓ The proposed name
- ✓ Concise description of reason(s) for the name change
- ✓ A description of how the renaming request meets the criteria contained within this policy

(continued next page)

If the proposed name recognizes a living or deceased person, the proposal must also contain the following:

Donation Guidelines
City of Eugene Parks and Open Space

- ✓ Compelling evidence of the extraordinary contribution of the individual to the community
- ✓ Date of the death, if applicable
- ✓ Explanation of how renaming a park, facility or feature would improve community awareness and historical perspective

Proposals shall be reviewed by Parks and Open Space Division staff, who shall forward a recommendation to the Director, who may elect to accept or reject the request. If approved by the Director, the request shall be forwarded to the Eugene City Council for a final decision.